

1 I claim:

2 1. The method of operating a client system and a server to construct a composite
3 image, the components of the composite image comprising first and second images, first and
4 second libraries being provided at the server to store respectively sets of the first and second
5 images, said method comprising the steps of:

6 a) establishing a communication session over a communication link
7 between the server and the client system;

8 b) facilitating a user at the client system during the course of said
9 communication session to select from the first library a selected one of said set of first
10 images;

11 c) facilitating the user at the client system during the course of said
12 communication session to select from the second library a selected one of said set of second
13 images;

14 d) accessing at the server from the first and second libraries said selected
15 ones of said first and second images;

16 e) superimposing at the server said selected one second image on said
17 selected one first image to provide said composite image; and

18 f) transmitting from the server to the client system said composite image.

19 2. The method of operating a client system as claimed in claim 1, wherein said
20 selected one first image comprises a promotional product, and said selected one second
21 image comprises a logo, and there is further included a step of displaying at the client system
22 said composite image as a logo superimposed on a promotional product.

23 3. The method of operating a client system as claimed in claim 1, wherein there
24 is further included a step of creating a parameter that defines a certain characteristic of at
25 least one of said first and second images.

26 4. The method of operating a client system as claimed in claim 3, wherein said
27 creating step creates a set of parameters that define certain characteristics of said one image,

1 and there is further included the steps of creating a webpage that presents a set of keys
2 corresponding to said set of parameters, and transmitting said webpage to the client server,
3 whereby the user may click on a desired one of said set of keys to select a corresponding one
4 of said set of parameters.

5 5. The method of operating a client system as claimed in claim 3, wherein said
6 parameter relates to the color of said first image.

7 6. The method of operating a client system as claimed in claim 3, wherein said
8 first mentioned parameter defines the certain characteristic of said first images, and there is
9 further included the step of creating a second parameter that defines a certain characteristic
10 of said second images.

11 7. The method of operating a client system as claimed in claim 6, where the certain
12 characteristic is color.

13 8. The method of preparing a server to support a client system to construct a
14 composite image, the component parts of said composite image comprising first and second
15 images, said method comprising the steps of:

16 a) constructing at the server first and second libraries;

17 b) inputting to the server data representative of sets of said first and
18 second images, each of said second images having a periphery and data representative of the
19 relative position of first and second points, said first and second points lying on said
20 periphery of said second image;

21 c) generating from said data representative of said second images said set
22 of said second images, and loading said set of said second images into said second library;
23 and

24 d) generating from said data representative of said first images said set of
25 said first images and loading said set of first images into said first library.

1 9. The method of preparing a server as claimed in claim 8, wherein said first
2 image represents a promotional product, said second image represents a logo and said
3 composite image is said logo superimposed on said promotional product.

4 10. The method of preparing a server as claimed in claim 8, wherein there is
5 further included a step of creating and storing in memory a set of first parameters that defines
6 a certain characteristic of said set of said first images.

7 11. The method of preparing a server as claimed in claim 10, wherein there is
8 further included a step of creating and storing in memory a set of second parameter that
9 defines a certain characteristic of said set of said second images.

10 12. The method of preparing a server as claimed in claim 11, wherein said set of
11 said first parameters define color.

12 13. The method of preparing a server as claimed in claim 12, wherein said set of
13 said second parameters define color.

14 14. The method of preparing a server as claimed in claim 11, wherein said second
15 parameter defines the relative size of said second image as compared to the size of said first
16 image.

17 15. The method of preparing a server as claimed in claim 10, wherein there is
18 further included a step of preparing a webpage bearing a set of keys designed to be clicked
19 on by a user at the client system to select one of said set of first parameters to define a
20 corresponding characteristic of said first image.

21 16. The method of preparing a server as claimed in claim 8, wherein there is
22 further included the step of preparing a webpage bearing indicia designed to be actuated by a
23 user of the supported client system to select one of said set of said second images and to
24 embed the selected second image into said webpage to be downloaded to and displayed by
25 the supported client system.

26 17. The method of preparing a server as claimed in claim 16, wherein there is
27 further included the steps of creating and storing in memory a set of parameters that defines a
28 certain characteristic of said second image and of preparing a second webpage bearing

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1 indicia designed to be actuated by the user of the supported client system to select one of said
2 set of said second parameters to define that characteristic of said selected second image.

3 18. The method of preparing a server as claimed in claim 17, wherein said
4 parameter defines the particular color of said second image.

5 19. The method of preparing a server as claimed in claim 17, wherein there is
6 further included the step of preparing a third webpage bearing indicia designed to be actuated
7 by the user of the supported client system to select one of said set of said first images and to
8 embed said selected first image into said third webpage to be transmitted to and displayed by
9 the supported client system.

10 20. The method of preparing a server as claimed in claim 19, wherein there is
11 further included the steps of creating and storing in memory a set of second parameters that
12 defines a certain characteristic of said corresponding first images and of preparing said third
13 webpage to bear further indicia to be actuated by the user of the supported client system to
14 select one of said set of first parameters to define that characteristic of the selected first
15 image.

16 21. A server adapted to support a client system to generate a composite image, the
17 component parts of said composite image comprising first and second images, said server
18 comprising:

19 (a) a programmed processor for receiving and responsive to data
20 representative of a set of said second images to generate a corresponding set of templates,
21 each template bearing a corresponding one of said set of said second images;

22 (b) a second library for storing said set of templates;

23 (c) a first library for storing data representative of a set of said first images;

24 and

25 (d) said programmed processor facilitating a communication session with
26 the supported client system to permit the user of the client system to select one of said set of
27 said first images and one of said set of said second images, said programmed processor
28 responsive to the user selection of one of said set of said second images to access from the

1 second library that template said selected second image and to the user selection of one of
2 said set of said first images to add said selected first image to said selected template.

3 22. The server adapted to support a client system as claimed in claim 21, wherein
4 there is further comprised a memory for storing at least one webpage bearing indicia
5 designed to be actuated by a user of the supported client system to select a corresponding one
6 of said set of said second images, said programmed processor responsive to the actuation of
7 one of said indicia to select the corresponding one of said set of said second images for
8 embedding said selected second image into said webpage to be transmitted to and to be
9 displayed by the supported client system.

10 23. The server adapted to support a client system as claimed in claim 22, wherein
11 said memory stores a set of parameters, each of which defines a certain characteristic of said
12 corresponding second image and a second webpage bearing indicia designed to be actuated
13 by the user of the supported client system to select one of said set of said parameters to
14 define that characteristic of said selected second image, and said programmed processor is
15 programmed to respond to the actuation of an indicia of said second webpage corresponding
16 to a selected one of said set of said parameters to set that characteristic of said second image.

17 24. The method of preparing a server as claimed in claim 8, wherein there is further
18 included the step of formatting the data of said first images as an array of pixel elements.

19 25. The method of preparing a server as claimed in claim 8, wherein there is further
20 included a step of configuring each of said second images as a logo.

21 26. The method of preparing a server as claimed in claim 8, wherein there is further
22 included a step of configuring said second image as a logo, and a step of configuring said
23 first image as a product.

24 27. The method of preparing a server as claimed in claim 24, wherein there is
25 included a plurality of said formatted second images and there is included a step of storing
26 said plurality of said formatted second images in the second library.

1 28 The method of preparing a server as claimed in claim 24, wherein there is further
2 included the step of responding to the positional data of said second image to represent said
3 second image as an array of pixels.

4 29. The method of preparing a server as claimed in claim 28, where there is further
5 included a step of merging said array of pixels related to said second image, whereby said
6 second image is superimposed on said first image.

7 30. The method of preparing a server as claimed in claim 29, wherein there is further
8 included a step of configuring said second image as a logo, and said first image as a product.

9 31. The method of preparing a server as claimed in claim 8, where there is included a
10 step of setting said first image to a default color.

11 32. The method of preparing a server as claimed in claim 31, wherein there is further
12 included a step of setting said second image to a default color.

13 33. The method of preparing a server as claimed in claim 32, there is further included
14 the step of providing first and second parameters for setting said default colors of said first
15 and second images respectively.

16 34. The method of preparing a server as claimed in claim 8, wherein there is included
17 a step of disposing at least one placement hook on said first image to facilitate the
18 superimposing said second image on said first image in a desired relationship to said first
19 image.

20 35. The method of preparing a server as claimed in claim 34, wherein there is
21 included a further step of representing said second image as a logo and said first image as a
22 product, whereby said one placement hook may be used to position said logo on said
23 product.

24 36. The method of preparing a server as claimed in claim 8, wherein there is further
25 included the step of normalizing the dimensions of said second image and storing said
26 normalized second image in the second library.

- 1 37. The method of preparing a server as claimed in claim 36, wherein there are a
2 plurality of said second images, said step of normalizing normalizes the dimensions of each
3 of said plurality of said second images, and storing said plurality of said normalized images
4 in said second library.

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